

# Luis Puesan

## Senior UX Designer

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### PROFESSIONAL EXPERIENCE

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Experienced UX designer collaborating with cross-functional teams to create innovative products and optimize user experiences. Skilled in conducting user research, developing information architecture, and delivering visually compelling designs. Specializes in mobile native apps and user-centered design principles, with expertise in concept and usability testing to enhance product features. Committed to content accessibility compliance.

### EXPERTISE

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|--------------------------|-------------------------|----------------------|
| + User Experience Design | + User Interface Design | + Data Visualization |
| + Creative Thinking      | + Strategic Leadership  | + Design Systems     |
| + Visual Communications  | + Problem Solving       | + Prototyping        |
| + Usability Testing      | + Interface Design      | + Team Building      |

### PROFESSIONAL EXPERIENCE

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#### Senior User Experience Designer, IBM • 01/2022 – 03/2023

- Redefined B2B and B2C digital experiences across Salesforce apps by developing effective customer experience strategies, conducting research, identifying targeted audiences, building connections, and providing exceptional omni-channel customer services.
- Identified user requirements, tested and troubleshoot design solutions, and assessed product deployment.
- Applied XD / Figma to build realistic, interactive web and mobile app designs by developing wireframes, creating prototypes, and assessing initial designs to improve final delivery.
- Used Figma to strengthen team engagement, design by managing project deadlines, sharing designs, adding new features in a cloud-based environment.
- Collaborated with cross-functional teams to strategically plan, provide insightful feedback, and recommend best practices for achieving targeted project goals.
- Increased customer satisfaction by maximizing usability and improving accessibility by producing visually-compelling designs.
- Oversaw all aspects of UX design processes, managing branding, creating designs, promoting usability, and driving functionality to deliver pleasurable experiences for end-users.

#### User Experience Architect, Guidewell Connect/Florida Blue • 03/2015 – 01/2022

- Conceptualized and delivered Florida Blue Mobile App to key stakeholders, awarding recognition as the best mobile app experience in the healthcare industry.
- Boosted digital payments by 300% and maximized e-mail verifications by 119% in 1-month of launch.
- Performed research, conducted interviews, and delivered surveys to collect key data from users to impact sitemaps, prototype, and wireframe performance.
- Creatively problem solve to optimize user experiences by resolving usability and accessibility issues.
- Assessed current product performance to identify optimal strategies for enhancing final product design while exceeding customer satisfaction goals.

### **Design Consultant, PixelBlink Studios** ▪ 12/2005 – 10/2016

- Built and managed a design company from the ground up, managing daily business operations.
- Produced visually-appealing website designs for key clients from major companies, featuring Walmart, Sam’s Club, Lockheed Martin, Sheraton Resorts, and Marriot Resorts.
- Grew \$11M in annual revenue for Hotel Corps, a West Gate Resort timeshare affiliated company, by conceptualizing, designing, and delivering a user-friendly vacation booking system.
- Built strategic relationships with new and current clients to discuss design plans through consulting, recommending innovative designs aligning with individualized needs.

### **ADDITIONAL CAREER EXPERIENCE**

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**SENIOR WEB EDITOR & DESIGNER** ▪ ASRC Aerospace

**UI/WEB DESIGNER** ▪ Freelance

**LEAD INTERFACE DESIGNER** ▪ BeyondBond

**GRAPHIC DESIGNER** ▪ Sunterra Resort

**WEB DESIGNER (Contractor)** - Lockheed Martin

### **EDUCATION**

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**Master of Arts (MA) – Media Studies** ▪ New York Institute of Technology

**Bachelor of Arts (BA) – Architecture Technology** ▪ New York Institute of Technology

### **CERTIFICATIONS**

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**ENTERPRISE DESIGN THINKING – TEAM ESSENTIALS FOR ARTIFICIAL INTELLIGENCE** ▪ IBM

**ENTERPRISE DESIGN THINKING PRACTITIONER** ▪ IBM

**SALESFORCE CERTIFIED ADMINISTRATOR (SCA)** ▪ Salesforce

**SALESFORCE CERTIFIED ASSOCIATE** ▪ Salesforce

**IBM GARAGE ESSENTIALS** ▪ IBM

**ACCESSIBILITY ADVOCATE** ▪ IBM

**IBM SALESFORCE ESSENTIALS** ▪ IBM

### **SKILLS**

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User Experience Design (Information Architecture, User Research, Wireframes, Prototyping, Visual Communication, Testing and Iteration Strategy Content, Usability Testing, User Research), User Interface Design (User guides, UI Prototyping, Interaction Design, Branding guidelines), Design Systems, Visual Design, Mobile Interface Design, Interactive Design, Accessibility Content compliance, Art Direction, Web Responsive design, Front-end development (HTML, CSS, JavaScript coding), ColdFusion Programming, MySQL database, Video Editing and animation, Project Management and Budgeting

### **TOOLS**

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InVision, Figma, Adobe XD, Sketch, Proto.io, Adobe Creative Suite, Bootstrap, JIRA, Mural, Slack, User-Zoom, Microsoft Office Suite (Excel, Word, PowerPoint)